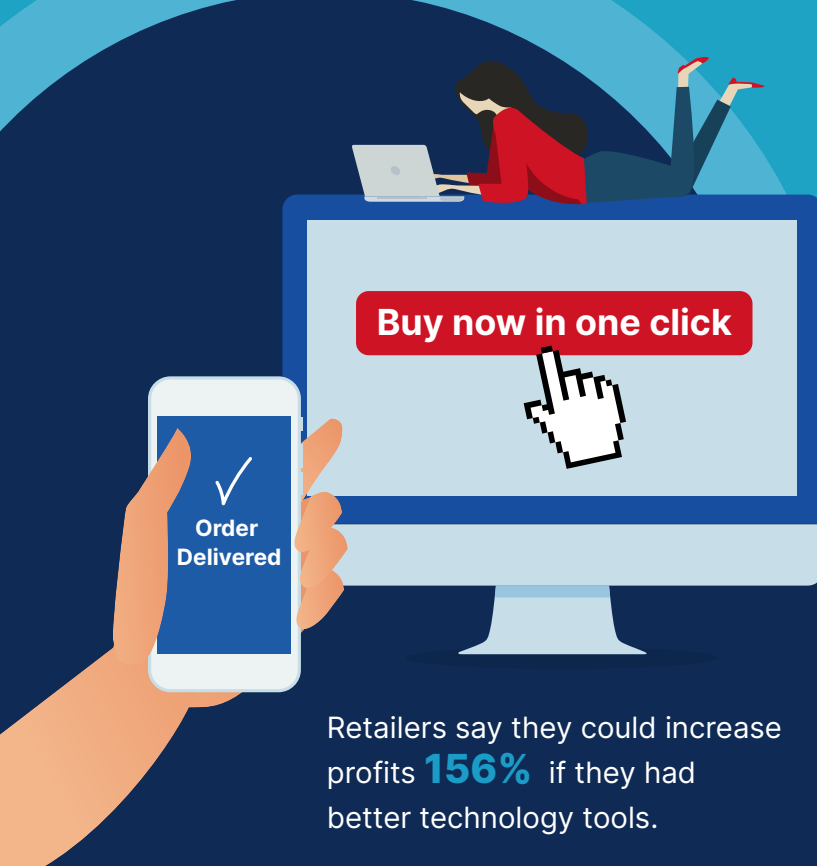


Last Mile Delivery



Retailers say they could increase profits **156%** if they had better technology tools.

Last mile delivery is the **#1 delivery pain point** for over half of retailers.



Only 12% of retailers have full visibility into their last mile delivery.



Last mile delivery is **41%** of the total shipping cost for most retailers.



5 top ways retailers are preparing for capacity spikes:

1. More staff



2. Starting promotions early



3. Upgrading technology



4. Better communication with delivery partners



5. Improved demand predictions



81% of retailers say delivery fulfillment is key to their customer experience strategy.



ABOUT THE STUDY: OneRail commissioned an independent research agency to survey 150 retail leaders. The margin of error for this study is +/- 7.9% at the 95% confidence level. A random sample was taken using Lucid, a trusted global sample provider.

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